

PERCEPTION OF THE CAMPAIGN - "CITY OF LIFE - HONG KONG IS IT!"

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MBA PROJECT REPORT

Presented to

The Graduate School

In Partial Fulfilment

of the Requirements for the Degree of

MASTER OF BUSINESS ADMINISTRATION

TWO-YEAR MBA PROGRAMME

THE CHINESE UNIVERSITY OF HONG KONG

May 2002



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Date Approved: May 10, 2022

ABSTRACT

Hong Kong is one of the leading city in the World. Tourism industry is one the economical pillar of Hong Kong with high potential for further growth. Despite the recent rebound in tourist arrivals, tourism receipts has continued decline due to the Asian economic crisis and the 911 incidents.

While the Government has committed to supporting and developing the tourism industry to attract more visitors, an element of tourism is always overlooked. The Government could focus more on domestic tourism. Promotion of domestic tourism can arouse the interest of residents in participating tourism development and increase their awareness of the place where they are living in. Thus, it can strengthen Hong Kong's image and reputation as a welcoming city.

The objective of this study is to analyze the awareness, attitude and behavior of the Hong Kong residents aged 30-44 to the scenic spots and activities promoted by the Hong Kong Tourism Board (HKTB). By analyzing their consumer behavior on domestic tourism, recommendations to HKTB about the development of domestic tourism in Hong Kong could be made.

A survey together with a focus group was in this study. The collected data revealed that awareness of the activities held by the HKTB is low. Attitudes toward domestic tourism and behaviour intention are weak. The HKTB may modify its marketing strategy and works more closely with other parties involved in the industry such as travel agents, transportation companies and the other Government departments to develop domestic tourism.

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CHAPTER 1

INTRODUCTION

Hong Kong is the most popular city destination in Asia and one of the top tourist destinations in the World. Tourism industry is one of Hong Kong's most important economic sectors. Tourism receipts in 2000 amounted to about \$76.4 billion representing 5% of GDP. Total visitor arrivals in 2001 have reached a record of 13.7 million, 5.1% growth on the previous year. Despite the growing, tourism receipts has continued to decline since the Asian financial crisis in 1998. The latest figure revealed that visitors spent on average HK\$ 4532 per capita during their stay in Hong Kong in 2001, 0.2% fall.

For supporting and developing the tourism industry, the Government has committed in the form of infrastructure developments, facilitating access for visitors, improving the quality of services and actively promoting Hong Kong in new and existing markets. Through the building of a range of world-class attractions over the next few years, Hong Kong hopes to become the most popular tourist destination all over the world.

When we think of tourism, we immediately focus our minds on foreigners coming to Hong Kong. But that is not the only aspect of tourism. In fact, during economics depression, an element of tourism is getting more and more attention. This is

domestic tourism. In recent years, our domestic consumption has been seriously undermined by the outflow of spending in nearby places like Shenzhen and Macau. These spending are not restricted to the purchase of goods but also include consumption directed at all leisure activities such as food, recreation and entertainment. Therefore, on the top of attracting visitors, we should promote domestic tourism to keep Hong Kong residents spending there. Besides, domestic tourism promotion can arouse the interest of local residents in participating in tourism development and increase their awareness of the place where they live that strengthen Hong Kong's image and reputation as a welcoming city.

Research Objective

The first objective of this report is to analyze the image of Hong Kong scenic spots perceived by residents aged 30-44, the largest age group representing nearly 30% of the population of Hong Kong. Appendix 1 illustrated distribution of population by age. Perceptions are relevant to all aspects of marketing communications. How Customers perceived together with their expectations influence the degree of information received from the Hong Kong Tourism Board (HKTB). That means, individual perception actually affects awareness of the campaign. The awareness in turns influences what the customers interpret the message from the campaign and subsequently shape the consumer's attitudes toward the campaign. Eventually,

behavior intention for the HKTb's campaign or even the domestic tourism is influenced. Understanding what customers have already known about scenic spots, HKTb could influence them correctly. The second objective of this study is to evaluate their awareness toward the scenic spots and activities promoted by the HKTb from the standpoint of the consumer's view. Viewed from the consumer standpoint, we could understand what they want and need. The third objective is to investigate what factors such as communication channels, pricing and attractions may affect existing marketing efforts on both tourism products and administrative activity promotions.

To achieve these objectives, qualitative and quantitative researches conducted to investigate the consumer's views. Findings provide further insight for developing marketing campaign in future.

CHAPTER 2

LITERATURE REVIEW

In this chapter, we will first define the meaning of domestic tourism which is the main theme of this research. Then, the characteristics of the tourism marketing, which is different from the tradition marketing of some tangible products, will be further discussed. Finally, the definitions of each marketing mix, i.e. product, promotion, price, distribution and the successful factors of formulating the marketing strategy will be analyzed.

Definition and importance of domestic tourism

As this research aims to analyze the domestic tourism market of Hong Kong, we have to understand the definition and the importance of domestic tourism. People who travel or stay overnight within the boundaries of their own country are classified as domestic tourists. Although the main focus of HKTB is focusing on the overseas market, recent figures show that domestic tourism is growing (Middleton, 2001). The World Trade Organization estimates that the domestic tourism around the world outweighs the international tourism by a factor of around 10:1 by 1997 (WTO, 1997). For developed countries, there are at least twice as many domestic day visits for leisure purposes within a country as there are tourists days or nights spent away from home for all-purpose. As a result, it has a significant value to

investigate the domestic tourism market of Hong Kong.

The characteristics of tourism marketing mix

Before we evaluate the tourism marketing campaign, we have to clarify the characteristics of a tourism marketing mix.

The variables of tourism marketing can be defined by four Ps: product, promotion price and place. The characteristics of tourism are different to other traditional products or services. For example, the tourism organization sells the experience made up of many components rather than tangible products to the tourists. Also, the products are not transported to the consumers; instead, the tourists travel to the destination where the product is experienced. The journey may be positive and may stimulate the tourists to visit again (Wall, 1992). Below are the definitions of the tourism marketing mix:

- Product- the attributes of the tourism offering can be the experience of the journey, the travel package offered by the travel agents, transportation, accommodations as well as other facilities at the scenic spots.
- Promotion- communicates the benefits of the tourism offering to the target audience. The benefits can be the satisfaction received from the journey and the discount offer of the package tours, which are intangible. The communication channels include advertising, sales promotion, public relations and personal selling.

The good regional promotional mix must be developed where each of these promotional techniques is used as needed.

- Place- Place is regarding distribution. The channels and institutions should be used to give the tourist the most effective access to the tourism products, such as the tourism attractions and the branch offices of the travel agent.
- Price- Price should both satisfy tourists and meet the profit objectives.

After we have a brief idea about the components of the tourism marketing mix, we can then analyze details of each component of tourism marketing mixes in the following parts.

Criteria of effective marketing mix development

The objective of this research is to understand what are the expectations of the local residents towards the tourism attractions and the marketing campaign of HKTB and then make recommendations for future marketing campaign. In order to understand the factors of a successful marketing plan and give recommendations, we have to define some framework to formulate the strategy of each component of the marketing plan. Although most of the tourism marketing plans are focusing on the international markets but not the domestic market, the main criteria of successful marketing campaigns of both markets are the same.

In order to give some recommendations of the tourism marketing campaign, we

have to understand the definitions of each component of the marketing mixes and then state the framework or criteria in formulating strategy of each marketing mix.

Product mix

Definitions

As far as the tourists are concerned, the product covers the complete experience from the time he leaves home to the time he returns to it (Medik and Middleton, 1973).

In other words, tourism product can be viewed as the total spectrum of the tourism experience, encompassing accommodation, natural and other resources, entertainment, transportation, food and beverages, recreation, and other attractions (Reime and Hawkins, 1979). It can be further classified into three categories: resources in the destination, facilities at the destination, transport to the destination (Baud-Bovy, 1982).

Another characteristic of tourism marketing product mix is that it contains both tangible products and intangible experience. A tangible product can be the tourism attractions and the package tour offered by the travel agents. On the other hand, the intangible experience can be the satisfaction received and knowledge gained in visiting the tourism attraction. A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or

need. It includes physical objects, programs, services, persons, places, organizations and ideas. Other names for a product would be the offer, value package or benefit bundle (Kotler and Fox, 1985)

The product/package is thus perceived by the tourists as an experience, available at a price. There are five main components in the overall products: destination attractions and environment, destinations facilities and service, accessibility of the destination, image of the destination price to the consumers (Middleton, 2001, P.124).

Having reviewing the different definitions of product mix, we can draw a conclusion that tourism product can be seen as:

- a composite product , e.g. package tour
- an amalgam of attractions, e.g. scenic spots
- entertainment and facilities at the destination, e.g. information centers, transport network, dinning and accommodation facilities

Strategy

We can then define several aspects which we need to consider in formulating and evaluating the strategy of a tourism marketing campaign. Although all the marketing mix variables should be considered in integration with the others as their interactions produces a combined impact, it is important to begin with

product strategy which is the primary variable that other components support (Luck and Ferrell, 1985).

The product development process can be begun with a survey to determine the following (Wall, 1992):

- What are the inherent natural, social and cultural characteristics of the region where the development is to occur?
- What are the characteristics and needs of the target audience of the tourism market?
- What additional infrastructure is required to satisfy the needs of the target audience?

Having understood the characteristics of the target market, the product strategy can then be developed. In developing product strategy, the marketer should notice that a tourism product mix comprises of product line and product items that are available to the tourist.

A tourism line is a group of tourism products that are closely related, either because they offer the same benefits or are positioned to the same target audience. For example, Hong Kong offers cultural product line (such as museum and historic buildings) and ecology product line (e.g. countryside park).

A tourism product item is a distinct unit within a product line that is distinguishable by size, an appearance or other attribute. Take an example of the cultural product line, there are several product items or tours such as art & antiques tour, Cantonese opera, Fung Shui Tour, morning tea and Tai Chi tour in Hong Kong.

A product mix can thus be described in terms of width and length. The product mix can be widened by adding new product line or lengthened by adding major theme events to the existing product line of events and attractions.

The range of tourism products must be broad by offering many different product lines and also sharply focused on a given product line by offering more product items within the theme. A line within the product range offered must respond to customer diversity. Care must be taken to avoid too narrow a product focus.

The following things should be included in the tourism products (Briggs 2001, P177).

- 'something to see, something to buy'
- culture/museums
- landmarks
- easy access/good transport
- good restaurants
- shopping

- action/nightlight
- range of accommodation

The mentioned factors are components of a traditional tourism product. In the new era, culture and environment comprise the most powerful motivations that drive a growing part of modern international tourism. Much of the traditional packaged mass tourism to sunshine resorts in the 1960s to 1980s was motivated by the famous four Ss-sun, sea, sand and sex. The four Is- insights, inspiration, information and involvement will drive much of the individual independent tourism of new consumers. (Middleton and Hawkins, 1998):

- Insights reflect the intellectual curiosity of more educated and self-interested individuals.
- Inspiration is in the mind and may be experienced as a spiritual response.
- Information supports the first two Is and its provision is a key part of passive observation.
- Involvement means interaction, active observation and two-ways communication.

Implications

As a summary, a product strategy of HKTB should be both focused and diversified.

Different categories of attractions, such as heritage and ecology, which the tourists are interested at, should be introduced. Moreover, HKTB should enrich the each

category of by introducing new attractions periodically in order to maintain the freshness of each category.

HKTB should not only consider the attractiveness of the attraction itself. Instead, easy access/good transport, good restaurants, accommodation, shopping and action/nightlight are some of the factors to be considered. Moreover, the new motivations, such as insights, inspiration, information and involvement should also be highlighted.

Promotion

Definitions

Although product strategy is the primary variable that other components support, promotion is still the most visible part of the marketing strategy since advertising and other promotional activities are the primary means of communication with tourists in the target market. (Wall, 1992)

The function of promotion in tourism marketing is to stimulate transactions. Promotion moves the tourist to a decision by facilitating the flow of information that can persuade the tourist to purchase. The promotion makes the offering visible to tourists. It can direct the marketing strategy to the desired target market (Luck and Ferrell 1985, p.419).

Promotional strategy consists of various communications to inform and persuade

tourists that a region has tourism offering to satisfy their needs. These communications consists of advertising, personal selling, publicity and sales promotion.

Strategy

As mentioned before, promotion mix consists of communication, we should understanding the things that affect the effectiveness of the communication (Wall, 1992):

- The characteristics of tourists
- The information needs of the target market
- The characteristics of the tourism product

We should also consider other factors that affect the promotional strategy as a whole (Jain, 1985):

- Product factors- nature of the tourism product
- Market factors-stage in the product life cycle and demand perspectives
- Budget factors-financial resources
- Marketing mix factors-relative price strategy, distribution strategy and geographic scope of the market

Having done the situational audit, an integrated promotional that is comprised of various promotion methods should then be developed. These promotion methods

should be designed to ensure that the target audience receives the right messages.

The promotion mix should strive for specific themes. Also, promotional message should be authentic. (Wall, 1992)

Most of the promotional activities work through the 'AIDA principle': Attention, Interest, Desire and Action. To be effective the promotional brochure has to:

- grab attention
 - Catch the reader's attention and get them to pick up the brochure
 - Make the reader open the first page
 - Make the reader keep reading the brochure until all the information absorbed
- appeal to the readers' self-interest
 - The brochure must look interesting to the reader
 - The brochure must be interesting to the reader (to keep their attention)
 - The brochure should be easy to read and understand
- arose the desire to buy or search for more information
 - The brochure should distinguishes your selling points from others
 - The brochure should demonstrate why your selling points are good
 - The brochure should persuade the reader to agree that it is the only one for them
- urge the target audience to take action

- It should be easy to take action

Take brochure as an example, the promotional message will depend on several factors:

- the target market
- channel or distribution (different message may be necessary for tour operations, members of the public and tourist information centers.
- The kind of response you have to evoke (rational or emotional appeals)

As mentioned before, one of the factors that should be considered is the stage of the product life cycle. New campaign generally need more promotional All purchasers move through five stages of: unawareness; awareness; understanding; conviction and response activities (Briggs, 2001). It is necessary to consider which point they have reached and choose promotional tools according to their level of awareness.

In the unawareness stage, the promotional objective is to educate the target audience. As a result, promotional tools, advertising and PR campaign, are used to deliver the general message.

If the target audience become aware of the campaign, general message with more details should be delivered. In this understanding stage, the promotional message becomes more focused and persuasive than that of the introductory stage. In the

response stage, the message should be highly focused and specific, action-oriented and capable of directing visitors to particular attractions and routes.

As to conclude there are several dimensions to consider when formulating a promotional strategy. The promotional material should identify the target audience. Moreover, the level of awareness and understanding should be considered. The distribution methods for the brochure should also be taken into account. The key message should then be formulated and try to figure out the main benefits to the target audience.

Implications

In order to give some recommendations to HKTB, we have to identify the stage awareness of the target audience towards the marketing campaign. The brochure of HKTB must at least grab attention and appeal to the readers' self-interest. Moreover, it should create the desire of the target audience to buy or search for more information about the attractions. The most important aspect is that the brochure should urge the target audience to take action. In other words, it should make the tourists visiting the attractions

Price

Definition

Price is one of the most flexible variables of the marketing mix. Along with product,

price tends to be a key component of the strategy and in some cases can be the most important component of the marketing mix as the consumer behaviors may be greatly affected by their financial constraints (Luck and Ferrell, 1985).

The price objective aims to maximize the profits and usage; recover the cost; make the tourism product visible; build tourism traffic; create interest and excitement about the offering and enhance the image of the region and its tourism offering. (Wall, 1992)

The consumers use the price as an indicator of the quality of the tourism offering. Tourists may be skeptical of tourism destinations that charge less than comparable tourism destinations. They may also assume that the other more expensive destinations offer better tourism facilities. This price-quality relationship should be taken into account (Munroe, 1973).

In other words, the main characteristic of tourism price strategy is that the high level of customers psychological involvement, especially with the vacation products in which price may be perceived as a symbol of status as well as value. (Middleton, 2001, P141)

Moreover, in the tourism marketing, the actual prices of the products are not the only cost to the tourist. In addition to these prices, the tourists may be faced with effort costs, time costs and psychological cost (Wall, 1992, P.142). For example,

the perception towards the product can be affected by:

- Actual price of the facilities
- Time cost and trouble of traveling to the destination
- The uncertainty that the tourist experiences if the destinations are unknown to them.

Strategy

Although price charged is unique to different situation, there are several rules in determining the price strategy. For example, for products that are patronized at certain time period, prices will be higher. Moreover, the price will be affected by the degree of differentiation. Prices will be similar to competitors if the products are essentially the same. The extent to which a destination has unique tourism offerings will reflect to which they can charge more than competitors.

A value-based pricing strategy is also suggested (Shapiro and Jackson, 1978). The marketer must determine the highest price that the customers would be willing to pay for the product. The marketers need to understand the consumer's perception of benefits and costs other than price.

As a result, cost is not the only and the most important factor when developing price strategy. Again, we have to find out the benefits of the products offered to the consumers. It also means that the thing being charged is not the product itself

but the value and experience.

Implications

We have to understand the importance of the price in choosing the scenic spot from the consumer point of view. Moreover, the reasonable price which they can afford should also be identified.

Distribution

Definitions

Through the distribution channel, the tourism offerings are available and accessible to the target markets. There are three main categories of three intermediaries: tour packagers, retail travel agents and specialty channels (Bitner and Booms, 1982).

Strategy

There are several aspects to be considered in deciding the distribution channel (Wall, 1992).

- Market coverage- capability of reaching the tourist marketplace effectively.
- Image- the distribution channels should be consistent with the image
- Motivation-There are many wants and needs that tourists have: anticipation-creating stimuli, product knowledge, new tourism offerings and assistance in evaluating alternatives.

Implications

As an official tourism organization, the promotional strategy of HKTB should not only focus on the market coverage as that of commercial travel agents. Instead, HKTB should focus much more on convenience.

Conclusion

The marketing mix of tourism campaign requires an integration of markets, environment and tourism organization and business unit capabilities. The following questions can be asked that will assist a tourism organization in evaluating its marketing mix. (Kerin and Petersen's 1983):

- Is the marketing mix consistent? Do the individual tourism offerings complement each other to form a whole as opposed to fragmented pieces? Does the mix fit the market and the environment into which it will be introduced?
- Are tourists more sensitive some marketing mix variables than to others?
- Is the marketing mix properly timely? Is the entire marketing mix timely with respect to the environment?

Although the marketing strategy is different in different situations, the framework is the same. We can use the above mentioned criteria and aspects to judge the effectiveness of the marketing campaign of HKTB and give some further recommendations.

CHAPTER 3

CITY OF LIFE: HONG KONG IS IT!

On 1 April 2001, the Hong Kong Tourist Association was reconstituted and renamed as the Hong Kong Tourism Board (HKTB). This organization is charged with marketing Hong Kong to several different market segments, from business to sightseeing nature; from local residents to foreigners. On the same day, HKTB has launched a two-year marketing campaign, "City of Life: Hong Kong is it!" targeted both foreigners and Hong Kong residents. The campaign is coordinated by the Hong Kong Tourism Board, Home Affairs Department, Leisure and cultural Services Department, the Tourism Commission and Hong Kong's 18 District Council. This is the first community-wide campaign that features special events, scenic spots and culinary delights from all 18 districts.

The aims of this campaign are to enhance Hong Kong's international reputation as one of the world most popular tourism destinations; to encourage Hong Kong residents to explore the 18 District so as to boost domestic tourism; and to cultivate a hospitality culture within the community, thus strengthening Hong Kong's image and reputation as a welcoming city.

A wide range of sightseeing spot, event and festival are regularly held in different districts, called Recommendation District of the Month. From Sept 2001 to Feb

2003, each of Hong Kong's 18 districts is taking its turn to promote its tourism related activities to showcase district's uniqueness. In addition to the program of activities in the 18 districts, the campaign will feature a number of major events organized in cooperation with various local organization. These would include Hong Kong Lights Up during Christmas and the New Year period, an International Tourism Parade held on the first day of the Chinese New Year; the Hong Kong Flower Extravaganza in spring 2002; Sale of the New Century during the 2002 summer holiday period and a large scale outdoor party, City of Life Street Carnival in early 2003. The HKTb designed a special web site for the campaign providing the most updated information on activities, festivals and attractions in Hong Kong's districts, the series of international standard events taking place till the end of this campaign. Schedule of the events are listed as shown in Appendix 2

In total, the value of resource committed to the project will be more than HK\$240 million

This chapter presented the current programme "City of Life: Hong Kong is it" held by the Hong Kong Tourism Board. The programme integrates a number of tourism products and is promoted through different distribution channels to reach all market segments.

Press Criticism

In order to evaluate the effectiveness of the campaign of HKTB, we have to understand the public opinion towards the performance of HKTB.

Positioning

One objective of HKTB is to encourage Hong Kong residents to explore the 18 Districts so as to boost domestic tourism. In a "Hong Kong Tourism Board Special Supplement", published in the South China Morning Post on 2001 December 7, a promotional piece for the event said, "Hong Kong residents can enjoy the fun without leaving home".

However, the way HKTB organized the promotional activities were criticized by the mass for targeting only the foreign visitors and excluding local residents. One example is the opening event of "CLP lights up Hong Hong" (South China Morning Post, 16/12/2001).

HKTB only selected a group of around 150 foreign tourism officials to watch this show of fireworks and light displays. The entire promenade and the space between the water and the Cultural Centre and Art Museum, were blocked off. The local residents found no promenade to watch the show. They can only experience a fireworks display and see the skyline light up on a small television screen.

Hong Kong will not become the "City of Life" if HKTb remains solely focused on visitors from abroad. For Hong Kong to become an exciting, HKTb need to encourage local people to travel within Hong Kong.

Attractiveness of the promoted tourist spots

The public criticized that the tourism attractions promoted are not customized to the interests of the both the foreign visitors and local residents. Even a spokesman for the HKTb described Hong Kong's tourist attractions as being "old, ugly, and difficult to get to" in the Pearl TVB news on 6/1/2002. He said, "Surely the whole idea of tourist attractions is to show visitors this country's heritage, culture, and lifestyle. Hong Kong is losing much of its character and charm, the old bird market being a fine example."

Visitors can obtain many booklets and Visitors Kit Brochure which contain tourism information in the Visitor Information and Services Centre of HKTb. What HKTb has done in this publication is select 32 of the most varied places to explore from every district of Hong Kong.

However, the public criticized that the selected attractions are not attractive towards the local residents. For example, The first introduced feature in Kowloon is "Fashion Street", in Cheung Sha Wan Road. HKTb claimed that "Fashion Street" in Cheung Sha Wan Road, has long been among Hong Kong's most visited attractions,

popular with Western and Asian visitors alike for its bargain prices and down-to-earth atmosphere. (South China Morning Post, 3/12/2001).

However, not many Hong Kong people enjoy shopping in such a heavily polluted and street. Another suggestion is to catch a bus at Yue Man Square to the Lei Yue Mun seafood bazaar. However, Yue Man Square is not a pleasant place in the mind of many local people (South China Morning Post, 28/11/2001).

In respond, HKTb said that no two visitors are alike. Some come for shopping, some for hiking, some for dining, some to explore the heritage and culture. A brochure such as the Visitor's Kit has to cater for all these diverse tastes. As a result, the list includes numerous attractions, include "Fashion Street" in Cheung Sha Wan Road.

Inconvenient access to the promoted tourist spots

HKTb also promoted some remote places that some tourists and local residents say are almost impossible to reach by public transport recommended in a promotion.

HKTb and the Mass Transit Railway Corporation jointly organized an activity in 2001. Under the scheme, visitors to each of the 18 selected sites received a chop on a "passport" and those who collected three are eligible to enter a draw for prizes that include round-trip air tickets to Hong Kong with three nights of accommodation - to promote a return visit. The Mass Transit Railway Corporation

also offered a camera for those who bought its souvenir ticket sets and collected all 18 chops.

The campaign involved visiting popular sites such as the Peak and Big Buddha, but also less accessible ones such as the Hung Shing Temple near Sai Kung, and Lantau Link Visitors' Centre north of the Tsing Ma Bridge, which can only be reached by car or taxi. The public criticized that the selected sites can not be reached easily.

For example, Hung Shing Temple is located on the remote island of Kau Sai Chau and the only way to get there is by hiring a motorboat that costs \$ 300 for a 10-minute ride. Some visitors' frustration turned to anger against HKTB. "I don't understand why the HKTB has chosen such remote locations to place the chops," one Australian visitor said on a trip to the Big Buddha on Lantau. "They are crazy and should have their heads examined as this is not the way to go about promoting tourism." (South China Morning Post, 15/10/2001)

However, HKTB said the Sai Kung temple was selected as the most important site in the district because of its historical value.

Confused messages

HKTB uses \$ 10 million to fund another project promoted Hong Kong as the Asia's world city other than the campaign "City of life: Hong Kong is it". Some comments criticized that HKTB should not promote Hong Kong under two different slogans "Asia's world city" and " City of Life".

Under this project, HKTB tends to brand Hong Kong as Asia's world city. It promotes Hong Kong's unique position as one of the most cosmopolitan and vibrant cities in Asia to a wide range of international audiences. It is an umbrella position for Hong Kong as a whole and is designed to encompass the many facets of Hong Kong in trade, finance, technology, tourism, and the many and varied aspects of Hong Kong's colourful lifestyle.

The public commented that as activities organized by HKTB are the single-most-important channel for all the strategic communication with business visitors, tourists and residents, HKTB should choose one brand identity only so that it can create a stronger impact (South China Morning Post, 7/8/2001).

HKTB claimed that "City of life: Hong Kong is it!" campaign reinforces the "Asia's world city" message by expanding on the city's dimensions, highlighting the wealth of experiences that await visitors. It is aimed to integrate into the umbrella

branding exercise and defines what Asia's world city means to the visitors. It is complementary, not competitive (South China Morning Post, 2/8/2001).

Implication

It seems that the public is criticizing the product strategy of HKTb most seriously.

According to the past studies mentioned in the literature review, developing a marketing plan requires consistency of the marketing mix and knowledge of tourist's sensitivity to variables of the mix. The HKTb must consider the inherent attractions of Hong Kong and the needs of the local residents. However, the public commented that the product strategy of HKTb is not customized towards the interest of local residents. Moreover, promoted tourists do not have easy access which is the basic factor of a successful tourist attraction.

CHAPTER 4

METHODOLOGY

This chapter presents the research methodology used in this study. The first section describes how the research is designed. The second section describes the construction of qualitative research and quantitative research for data collection.

Research design

As mentioned in Chapter 1, introduction, research is built on the customer's perspective - to understand what the target customers' wants and needs. The press criticism in Chapter 3 showed that effectiveness of the campaign of the HKTb may be undermined by the existing marketing strategy focus mainly on foreign visitors, attractiveness of the scenic spot and so on. We also learned from the literature review that consistency of the marketing mix and sensitivity of the tourists to the variable of the mix are the basis for developing a marketing campaign. We will evaluate the tourism products offered by the HKTb met the needs of the residents, the HKTb's promotional themes and messages are memorable by the audience, sufficiency of ancillary facilities and accessibility of the scenic spots. By identifying frailties of existing campaign, recommendations are made for developing campaigns in future.

We, therefore, conducted qualitative and quantitative research to have an insight of the customers' view.

Focus group, a kind of qualitative research, offers an in-depth study of the customer's mind, bringing things along with feedback that the marketer may not have known about how consumers view the product and other marketing related issues such as distribution channel and some aspects that the researchers are interested in during the discussion. However, due to time and resources limitations, the data collected in the focus group are usually not projectable to the entire population of target market. What are discovered through focus group is usually used to design specific questions for a subsequent quantitative research study.

Numerically scaled survey, most common quantitative research, allows the researchers to study a large number of customers and then pool their answers to come up with an overall measure. However, one of the limitations of this method is that the respondents may not give information such as income level that are considered as personal and sensitive questions. Moreover, when the topic that the respondents have never thought about, they will make up an answer to pretend they are not known.

An extensive secondary data search was conducted ahead of the qualitative research to structure the relevant topics for focus group discussion. The finding of secondary data also served as a review of current situation of domestic tourism.

Information sources of secondary data included local press and information released from the Government information center and the HKTb as listed in Chapter 3, and a survey by political party was summarized in Chapter 5

Qualitative Research

In this study, to discover target market perceptions of tourism products and other ancillary products, e.g. transportation, as mentioned in the Chapter 2, literature reviews, focus groups will generate the overall travel experience and identify the possible problems existed in the marketing mix, if any. Also, through the conversation, we can have an insight of their travel experiences in which we can explore what product can meet their demands. Their experiences may suggest direction for new products design. Findings of focus group provide a framework for sequent large-scale survey

Members of the focus group were selected by convenience sampling methods. Ten participants aged 31-44 with mixed gender, occupation, income and education level, were representative sample of the target market. Please refer to Appendix 3 for demographics of the focus group.

The group discussion started after their two short trips to "Recommendation district of the month"-Tsuen Wan and Tuen Mun. Participants were given pamphlet of the recommended district of the month – Tsuen Wan and sightseeing information of Tuen Mun downloaded from the HKTb website. It was an informal focus group. To encourage the discussion, focus group was neither audio nor video taped. Their conversation was jotted down for analysis purpose only. The discussion lasted for about 30-45 minutes. The discussion focused on their attitudes toward domestic tourism, travel experience, and ideas and opinions on develop a campaign in future. Effectiveness of the current campaign "City of Life: Hong Kong is it" in terms of awareness, recall and attitude was also measured. Please refer to Appendix 4 for focus group moderator's guide.

Quantitative research

The main objective of the self-monitored survey is to find out what kind of marketing plan is most effective and efficient to promote Hong Kong to the targeted local residents. In order to do so, their awareness (know or do not know the marketing campaign held by HKTb), attitude (like or dislike the marketing campaign and the tourism spots) and behavior (participation of the marketing activities) toward the marketing campaign of HKTb are measured. Moreover, the

research will measure how the marketing mix (product, place, price and promotion) affects these indicators (awareness, attitude, and behavior).

All Hong Kong permanent residents aged 30-44 are the target sample of the questionnaire for the following reasons:

The three age groups: 30-34, 35-39 and 40-44 have been accounted for the three largest proportion of the population. According to the Census and Statistics Department, as shown in appendix 2 and 3, they account for nearly 30% of the population and 60% of total labour force. In addition, most of them are child adopters who will go travelling with their children in the holidays. Being the largest group with relatively higher purchasing power than other age group and counting with size of their dependents, their awareness, attitudes and behavior thus have a larger impact to the success of the marketing campaign than other age groups.

A self-monitored survey was used in our research. Structured, undisguised and questionnaires have been used for the descriptive research part. Issues related to the marketing mix; products (scenic spots and activities), price (consumption attitude and ability), place (distribution channel) and promotional tools (TV advertising) were asked. Convenience and snowball sampling methods were used in order to increase the respondent rate. The target number of response is 100.

Data was analyzed by software, such as Excel and SPSS.

CHAPTER 5

FINDINGS

In Chapter 2, previous studies on developing tourism marketing have been discussed. In this Chapter, recent survey related to domestic tourism by a political party are cited to project overall picture of existing marketing effort and perceptions of tourism product from the public point of view. The last section presents the results of focus group and the survey were presented.

Secondary Data

Political group survey

On Jan 6, 2002, a telephone survey targeted at Hong Kong Residents aged 16 or above was conducted by the Democratic Alliance for the Betterment of Hong Kong. 782 residents were interviewed. The objective of this survey was to understand Hong Kong people's view on local scenic spots in terms of quantity and quality and its potential selling point.

The survey showed most Hong Kong People viewed positively on Hong Kong's tourist attractions – fusion of East and West culture and gourmet, advanced facilities, heritage, and scenic beauty. According to the survey, scenic beauty and fusion of East and West culture and gourmet achieved the high scores whereas merchandises and price received the lowest rate.

About 76 per cent thought Hong Kong has enough tourist attractions. 21 per cent of the respondents said number of tourist attractions was enough but was lack of promotion, not well known. 21 per cent of the respondents said tourism spots was short of ancillary facilities, inaccessible.

21 per cent of the respondents said tourism products are not attractive enough while only 2 per cent believed they are good in general.

The Study highlighted most respondents (61.5 per cent) believed Hong Kong can develop gourmet paradise as future attraction followed by shopping heaven, heritage attractions and theme parks with 47 percent, 45 per cent and 44 per cent respectively. Over 57 per cent did not believe Hong Kong could develop green tourism.

Implication

Attractiveness of scenic spots is a rooted problem. Value proposition in the tourist's mind is not the numbers of scenic spots in Hong Kong but the attractiveness of the scenic spots. That means rather spending money on promoting all scenic spots, focusing on those unique and attractive spots can create value to the tourists. Besides, looking back on the events offered by the HKTb as stated in Chapter 3, none of the mega events is about gourmet that most respondents believed this is

most attractable. The result also reflected insufficient coordination of ancillary facilities or accessibility of scenic spots can create obstacles of travel.

Primary data

Secondary data showed a general picture of what effort on tourism marketing mix has been doing and the interests and response of the public in domestic tourism. The primary research conducted through focus group and surveys has an in depth assessment of current marketing effort from the consumer perspective.

Focus Group

Participants were a representative sample of the target market. Please refer to Appendix 5 for the summary of discussion.

Effectiveness of the campaign "City of Life: Hong Kong is it"

In terms of awareness, all participants have heard about this campaign. Also, they are familiar with the name of the HKTB but know very little about who they are. Their perception to the HKTB is that it is a tourist information centre designed for overseas visitors.

For recall, only two out of ten thought that the theme statement, "City of Life: Hong Kong is it" was not recognizable. As one commented, *"The Statement is too long to remember. Besides, I could not associate it with the Hong Kong's tourist attractions"*. When they were asked to name any events of this campaign held

recently, no participants could name it. But, when they were given some hints, they could name, Chinese New Year Parade and Hong Kong Lights up, the mega events held by the HKTb during Christmas and Chinese New Year. It showed that their recalls and recognition of the campaign are low as one participant said, " *I don't know it is a part of this campaign*". Product (the events) and the brand (the campaign) come separately to the customers.

Attitude is positive. They thought that most events held in the past were successful. Many had the impression that the HKTb could provide more variety of activities or upgraded the attractions with more ancillary facilities that meet local residents need or desire.

"The floats and performing groups of the Parade can no longer draw my attention."

"To me, HKTb is an organization serving tourist from other countries"

Because of the law of diminishing returns, satisfaction level of local residents who are repeated exposed to the product is lower than that of the overseas visitors.

The low satisfaction level may hence affect their attitude toward repeat travelling.

Attributes of the tourism product should alter frequently to keep the customer interest.

Existing promotion activities

All participants have never visited the information centres located in Tsim Sha Tsui and Central. The most recognizable of the HKTb is the ads with the celebrity, Jackie Chan. No one knew website of the HKTb: is DiscoverHongKong.com which the HKTb claimed that it is the easiest and most economical way to get access to comprehensive and up-to-date information about Hong Kong. All participants believed most of the promotional effort address on attracting overseas visitors.

Attitudes toward domestic tourism

Perception of Hong Kong Tourism Product

Eight participants did not believe that there are many attractions in Hong Kong. They believed that even though there are many attractive places in Hong Kong they are not well known.

One cited the attractions in Hong Kong *"Difficult accessible and lack of promotion for those beauty sceneries; non-competitive price for those merchandise; expensive for those famous dishes"*.

Key influences/Concerns on traveling locally

Word-of-mouth recommendations are vitally important to the decision-making process when making travel plans. Participants liked to go to destinations that they have heard about through friends and the media, such as, popular television

programs, or from magazines and newspaper. Print material was viewed as a useful decision-making tool. Use of pictures, maps, and pricing information were effective and helpful, according to the groups. The use of the Internet as an information source is low despite its convenience and the wealth of information.

Travel locally is not less expensive than travel to nearby areas like Shenzhen and Macau. Under sluggish economy, people are seeking for value product. One participant said *"Under current economy, we are price conscious, shop around for the best price"*. Another participant support this comment and said "We don't have many choices for vacation that is affordable, and offers relaxation and fun for a family".

Participants indicated that this perception is due to the following:

- Ease of travel has attracted them to do their weekend shopping in Shenzhen
- Merchandise is more affordable in Shenzhen
- Accommodation and food are more economical
- Hong Kong is no longer competitive in the prices.
- Low transportation cost created incentive for people to travel these areas for their leisure and shopping.

In the literature review, personal safety is considered as a factor for successful tourism product. All participants viewed the same. Safety is considered an

important factor in developing a destination. If there is a perceived safety threat, they will not want to travel to that particular destination.

Travel experience

Reaction to HKTB 'Recommended district – Tsuen Wan; Tuen Mun'

"Recommended district" aims to highlight district unique and exciting sights. Each of the 18 districts hosts its month-long celebration featuring events unique to the area. The focus group made two one-day trips to the recommended district, Tsuen Wan and Tuen Mun. All participants were given official information of the districts. Tsuen Wan was the recommended district in January. Official tour guide to Tsuen Wan can be obtained in the travel information center in this month. It comprises of opening for Tsuen Wan, a map, special events in January, half/one day tour recommended itinerary and tourist attractions.

The information of Tuen Mun given to the participants was materials downloaded from the official web site. Only tourist attractions are available in this site.

Attractiveness of tourism products

Nine participants had ever visited Tuen Mun and Tsuen Wan before. They were not familiar with the attractions. Some attractions had ever been heard.

As one commented, " If customers have not heard about a destination they will not be interested in going there".

Apart from the popularity of the attractions, two sites offered similar attractions, like temples/ Monastery. One participant stated, "There are no unique sightseeing spots to be found there."

Travel guide

Nine participants thought that the guide provided quite enough information. It included calendar for special events, recommended itinerary and tourist attractions. However, it could provide more information about things to do, times and costs of the local attractions and restaurants, etc.

Group's perception to the guide was that there was a lack of specific attractions. Participants wanted to discover information beyond what can be found in tour guidebooks, magazines, and general brochures. They wanted to get beyond the superficial material and found out about the hidden attractions, e.g. famous restaurants, of a district that only the locals know.

Problems with information currently being provided to tourists were described as follows:

"Customer wants to have the visual and price information"

".Not very useful, especially the one downloaded from the web site"

"Coupons for attractions should be added in the guide"

Probability of Return

There is an impression that Tuen Mun and Tsuen Wan are residential areas with no specific attractions. Eight participants said that they would not visit Tsuen Wan and Tuen Mun in future. The reason was they wanted to do something special in the holidays and visited multiple destinations in a day. The lack of attractive spots limited opportunity for Tsuen Wan or Tuen Mun as a single destination. All participants indicated that they would not presently recommend Tsuen Wan or Tuen Mun as a destination to their friends.

As a couple commented "*it takes 2 hours to be there. Similar attractions, beaches and temples, could be found anywhere else*".

Reason for return

Most participants said they would return to a place to do things that they had discovered in the previous trip and had not have time to do or they wanted to repeat their experience with other friends. Some of them might return for specific reasons, such as to enjoy delicious, healthy vegetarian food in a temple.

Ideas and Opinions on developing future promotion campaign

Destination selection

In deciding where to go, participants take into consideration of whether the trip is family, couple or group oriented and available of activities.

Availability of activities is viewed as very important. A travel destination is often selected on the basis of the activities available. Its beauty, specific attractions and ease of access are also attributes of selection.

The most appealing activities and attractions in Hong Kong were listed as the following:

- Shopping
- Visiting theme park
- Dining out

Dining out and shopping are traditional successful factors of a scenic spots as mentioned in the literature review. Theme park has specific characteristics that combine fun, exiting, shopping and hospitality into one.

Another important factor in deciding where to go is the composition of the travel party. The age of the children is a determined factor.

Most participants perceived theme park, beach and country park as ideal for the whole family

“ I would like to go shopping, but with kids, I would choose visiting a country park for picnic. Let the kids experience beautiful scenery and natural attractions”

When traveling as a couple, they were likely to select romantic destinations.

Repulse bay, outlying islands and Lan Kwai Fong were cited as attractive because

they offer activities and attractions appropriated for couple: open air cafés, seafood restaurants and nightlife,

When traveling with friend, shopping, dining out and sporting were ideal activities

Participants.

Market trend

The majority of participants showed interest in highlighting family-related activities.

" In Chinese culture, we do a lot of family things."

About half of the participants expressed interest in sports. Golf, hiking and fishing were mentioned in the focus group.

Suggested Promotional tools

Domestic traveling requires little or no preplanning as agreed among the group.

They traveled for a weekend trip even on impulse.

In deciding where to go, they tended to get convenient information. When going to those not ease to access destinations, e.g. Mai Po Wetlands, they tended to join local tour.

The HKTB may provide information to travel agents and tour operators to increase awareness of those less famous sceneries. They can organize exhibition, build relationship with travel writer and distribute brochures through MTR/ KCRC stations would also be beneficial in generating interest.

Implications

The response from the focus group showed that the campaign aroused the awareness but not the interest of the residents. All participants have heard about the campaign but did not pay attention on it. They could neither recall the events correctly nor related the events to the campaign clearly show their keenness for the campaign. Hence, their attitudes toward the domestic tourism and the campaign were negative.

Interestingly, the group has never thought about getting help from the HKTB when decided where to go even though they knew the HKTB is an organization responsible for promoting Hong Kong. The result showed that either domestic tourism is a low involvement activity or there is a communication gap in between the HKTB and the target market. For the low involvement activities, people do not search much. They tend to get convenient information through their friends, TV programme. Cost and time of travel accounted other determinant factors in low involvement activities.

Promotion effort designed primarily for the non-resident visitors created communication gap. A campaign theme should emphasize the image aimed at a defined target market. "City of life: Hong Kong is it" given a board idea of what is Hong Kong is good for non-residents tourist. A campaign focusing on local

residents, on the other hand, should specify what Hong Kong has to offer. Local residents want to get beyond the superficial material and find out about the hidden attractions.

Insufficient number of information outlets also caused the ineffective distribution.

Composition of the travel party is a determinant factor for destination selection.

This target audience usually go along with their spouse, children or friend for travelling. There has been relatively robust demand for family/ group oriented activities

Referring to the literature review, factors for developing marketing mix are -

Products meet the needs of target audience and required infrastructures satisfy the needs. The promotional material should identify the target audience. Pricing based on perceived benefits from consumer point of view. Effectiveness of distribution channels determined by coverage and convenience

Focus group brought out a number of points that they experienced were not in line with the theory in developing a tourism marketing mix. They were unattractive and commonness of the scenic spots, current promotion effort targeted primarily for foreign visitors not for residents, inadequate information of the tour guide, inconvenience and lack of coverage of the visitors information centers. The above possible problems pointed out by the focus group provided only an insight of

possible problems existed in current marketing mix. In addition to the possible problems, insight of their travel experiences and expectation were added to questions of the subsequent a large-scale survey to generate public perception, expectation, attitudes and behavior on domestic tourism.

Survey

In the survey, we try to find out their perception towards the campaign 'City of Life: Hong Kong is it!' Moreover, expectation and attitudes of people of Hong Kong towards the local scenic spots were also analyzed. We successfully collected 150 questionnaires; the result was summarized as below.

We have compared the result of different age groups, education levels and gender.

For details, please refer to the appendix.

City of Life: Hong Kong is it

In the survey, we will first evaluate the degree of awareness of the campaign. Then, the degree of the activities of the campaign will be found. In order to establish an efficient promotion channel, the source of information about the campaign and the activities will be found. Moreover, we will assess the attitudes of the respondents towards the activities of the campaign and the promoted attractions. Participation rate is other indicator of the success of the campaign.

Awareness of the campaign

TABLE 1

Are you aware of the campaign ` City of Life: Hong Kong is it' and the activities of the campaign? (Part 1 Q1 and Q3)

	Campaign		Activities	
	Frequency	Percentage	Frequency	Percent
aware	111	74%	65	59%
unaware	39	26%	46	41%
Total	150	100%	111	100%

The result shows that most respondents are aware of the campaign. Out of the 150 respondents, 74% of those were aware of the campaign while 26% were unaware of the campaign " City of Life: Hong Kong is it".

The degree of awareness of the activities is lower than that of the campaign itself. 59% of the respondents who were aware of the campaign knew the particular activities of the campaign while 41% did not know any particular activity of the campaign.

Sources of information sought

TABLE 2

Where do you search information of the campaign and the activities of the campaign?

(Part 1 Q2 and Q4)

	campaign		activities	
	Frequency	Percentage	Frequency	Percentage
television	25	23%	19	29%
HKTB website	25	23%	18	28%
newspaper	17	15%	15	23%
magazines	17	15%	7	11%
friends recommendation	15	14%	6	9%
traffic advertisement	12	11%	0	0%
HKTB tourist	0	0%	0	0%
information center				
district office	0	0%	0	0%
Total	111	100%	65	100%

When those were aware of the campaign were asked where did they obtain the information regarding the campaign, most respondents (23%) claimed that obtained the information from television and HKTB website while 15% choose newspaper and magazines. Moreover, 14% and 11% choose recommendations from family or friends and traffic advertisements respectively. However, none of them choose HKTB tourist

information center and district office.

The result of the survey showing that most respondents (29%) found information about the activities of the campaign from HKTB website, followed by recommendation of friends and television. Moreover, a small proportion of the respondents, 11% and 9%, chose newspaper and magazines respectively.

Based on the result of the focus group, Internet is not a popular source of information. However, quite a lot of respondents of the survey search information from Internet. It may due to the fact that the sample size of the focus group is relatively small.

Attitudes towards the activities of the campaign

TABLE 3

Do you agree with the following comments about the activities of the campaign?

(Part 1 Q5)

	disagree ¹	neutral	agree
The activities were very interesting	76.90%	15.40%	7.70%
	50	10	5
It increased my knowledge of Hong Kong	72.30%	10.80%	16.90%
	47	7	11
It increased my sense of belongingness towards Hong Kong	67.70%	15.40%	17%
	44	10	11
It arouse my interest of visiting the scenic spots of Hong Kong	41.50%	13.80%	44.60%
	27	9	29
It is a waste of money	26.20%	15.40%	58.50%
	17	10	38
It was very boring, lack of innovation	15.40%	23.10%	61.50%
	10	15	40

Based on the result of the survey, the respondents were dissatisfied about the campaign in several aspects. 76.9% of respondents disagreed that the activities are

interesting. Moreover, 72.3% and 67.7% disagreed that the activities could increase their knowledge and sense of belongingness towards Hong Kong. More than half of the respondents, 58.5% and 61.5%, agreed that the activity was a waste of money and was boring.

The number of respondents whose agreed (44.6%) and disagreed (41.5%) that the activities arouse their interest of visiting the scenic spots of Hong Kong are similar.

Participation rate of the activities of the campaign

TABLE 4

Have you participated in the activities of the campaign? (Part 1 Q6)

	Frequency	Percentage
Yes	41	63%
No	24	37%
Total	65	100%

Among the 65 respondents who knew the particular activities of the campaign, 63% had really participated in the activities. However, 37% had not participated in any activity of the campaign.

¹ In the questionnaire, a five points scale is used to measure the attitudes. In the analysis, the

TABLE 5

How many peers have been with you when you joined the activities of the campaign?

(Part 1 Q7)

Number of peers	frequency	percent
0	0	0%
1	7	17%
2 to 4	21	51%
5 to 6	13	32%
total	41	100%

Based on the result, more than half (51%) of the respondents joined the activities of the campaign with 2 to 4 peers. It further supported that friend’s recommendation was one of the most popular sources of information.

TABLE 6

Are you motivated by the promotional activities of HKTB to join the activities?

(Part 1 Q8)

	Frequency	Percentage
yes	15	37%
no	26	63%
total	41	100%

categories of totally agree and agree; totally disagree and disagree are grouped together.

The result of the survey show that most of the respondents who had participated in the activities of the campaign were not motivated by the promotional efforts of HKTB. 63% of the respondents joined the activities due to other reasons, such as peer group recommendations and accidentally walk to the venue of the activities, only 37% said that they joined the activities because of the promotional activities of the campaign.

Awareness of the scenic spots promoted by HKTB

TABLE 7

Are you aware of the scenic spots of 18 districts promoted by HKTB? (Part 2 Q9)

	frequency	percentage
aware	52	47%
unaware	59	53%
Total	111	100%

Among 111 respondents who were aware of the campaign, less than half (47%) were also aware of the scenic spots promoted by the campaign.

Popularity of the tourist attractions promoted by HKTB

TABLE 8

Have you visited the scenic spots promoted by HKTB in the previous three months?

(Part 1 Q11)

	Frequency	percentage
yes	29	56%
no	23	44%
Total	52	100%

Among the 52 respondents who were aware of the scenic spots promoted by HKTB, 56% said that they had visited the promoted scenic spots while 44% said that they had not visited any scenic spots promoted by the campaign.

TABLE 9

Crosstabulation the source of information with the participation of the campaign

	newspaper	magazine	television	HKTB	friends	traffic	total
				website	recommendation	advertisement	
No, I have not visited the promoted scenic spots	7.69%	5.77%	11.54%	5.77%	7.69%	5.80%	44.23%
	4	3	6	3	4	3	23
Yes, I have visited the promoted scenic spots	3.85%	1.93%	5.77%	30.77%	13.46%	0%	55.77%
	2	1	3	16	7	0	29
Total	11.54%	7.70%	17.31%	36.54%	21.16%	5.77%	100%
	6	4	9	19	11	3	52

N=52

Over 30% of respondents who obtained information from the HKTB website have visited the promoted scenic spots. However, only 5.77% of respondents who searched information from television have visited the scenic spots, such as the advertisement and entertainment program sponsored by HKTB.

TABLE 10

Are you motivated by the promotional activities of HKTB to visit the attractions?

(Part 1 Q12)

	Frequency	percentage
yes	12	41%
no	17	59%
total	29	100%

Among the 29 respondents who had visited the promoted scenic spots, less than half (41%) are motivated by promotional activities of HKTB while 59% visited the scenic spots due to other reasons.

TABLE 11

Crosstab the source of information with the motivation

	newspaper	magazine	television	HKTB website	friends recommendation	total
no, I am not motivated by HKTB promotion activities	6.90%	3.45%	10.34%	20.67%	17.24%	58.60%
	2	1	3	6	5	17
yes, I am motivated by the HKTB promotion activities	0%	0%	0%	34.48%	6.90%	41.40%
	0	0	0	10	2	12
total	6.90%	3.45%	10.34%	55.17%	24.14%	100%
	2	1	3	16	7	29

N=29

All respondents who searched information from newspaper, magazine, television are not motivated by the promotional activities of HKTB. In contrast, 34.48% searched information from HKTB website are motivated by the promotional activities of HKTB.

TABLE 12

Do you agree with the following comments about the tourists attractions promoted
by HKTb? (Part 1 Q10)

	Disagree ²	neutral	agree
the scenic spots are very unattractive	7.70%	11.50%	80.80%
	4	6	42
the scenic spots are lack of promotion	15.40%	35.70%	51.90%
	8	17	27
there are sufficient transport network	26.90%	34.60%	38.50%
	14	18	20
the scenic spots are very new	80.80%	11.50%	7.70%
	42	6	4

According to the survey, most respondents were dissatisfied with the promoted scenic spots. 80.8% agreed that the scenic spots were unattractive and disagreed that the scenic spots were fresh and new. Moreover, about half of the respondents (51.9%) agreed that there was not enough promotion about the scenic spots.

² In the questionnaire, a five points scale is used to measure the attitudes. In the analysis, the categories of totally agree and agree; totally disagree and disagree are grouped together.

Expectation towards local tourists attractions

In this survey, we try to find out the their interest towards the tourist attractions.

Moreover, the criteria used in choosing tourists attractions, source of information and average spending in visiting tourist’s attractions will also be asked.

Attractiveness of different categories of scenic spots of Hong Kong

TABLE 13

Are the following categories of tourist attractions attractive to you? (Part 2 Q1)

	unattractive ³	neutral	attractive
shopping	12.70%	15.30%	72.00%
	19	23	108
dinning	11.30%	18%	70.70%
	17	27	106
ecology	8.70%	10.00%	81.30%
	13	15	122
heritage	58.0%	30%	12%
	87	45	18
theme park	72.70%	18.70%	8.70%
	109	28	13

N=150

³ In the questionnaire, a five points scale is used to measure the attitudes. In the analysis, the categories of totally attractive and attractive; totally unattractive and unattractive are grouped together.

Among the five categories of scenic spots, ecology was most attractive category to the respondents. Around 81 per cent(81.3%) said that it was attractive. Shopping and dinning were still the attractive attributes towards the people of Hong Kong. 72% and 70.7% said that shopping and dinning were attractive. However, theme park and heritage were not attractive. 72.7% said that theme park was unattractive to them and 58% said that heritage was not an attractive attribute to them.

Table 14

Have you visited the following categories of tourist attractions in the previous three

months? (Part 2 Q2)		
	no	yes
ecology	34.70%	65.30%
	52	98
heritage	60%	40%
	90	60
theme park	88.70%	11.30%
	133	17

Ecology scenic spots were most popular category of scenic spots. 65.3% of respondents had visited ecology scenic spots within the previous three months.

Theme park was the least popular scenic spots among the three categories. Only 11.3% had visited theme parks.

Criteria of choosing tourist attractions

TABLE 15

Are following criteria of choosing tourist attractions important to you? (Part 2 Q3)

	unimportant	neutral	important
Convenient transport network	21%	27%	52%
	32	40	78
Reasonable charge	19%	27%	53%
	29	41	80
Sufficient dinning places	27%	47%	27%
	40	70	40
Sufficient information	37%	40%	23%
	55	60	35
Attractive scenic spots	5%	9%	86%
	8	13	129
new scenic spots	9%	5%	86%
	13	8	129

The result of the study shows that the freshness and attractiveness of the scenic spots were the two most important criteria for our respondents in choosing scenic spots. 86% of respondents said that attractiveness and freshness are important. The

third most important criterion is the price and then followed by transport network. About 50% of respondents said that the charge and transport system were important. Also, the availability of information is the least important factor in choosing scenic spots. Only 23% of respondents said that it was important and 37% said that it was unimportant.

TABLE 16

Are you satisfied with the following aspects of the tourist attractions, which you have visited in the previous three months? (Part 2 Q4)

	dissatisfied	neutral	satisfied
Convenient transport network	57%	15%	27%
	86	23	41
Reasonable charge	69%	10%	21%
	104	15	31
Sufficient dinning places	29%	19%	51%
	44	29	77
Sufficient information	50.7%	22.7%	26.7%
	76	34	40
Attractive scenic spots	61%	30%	9%
	92	45	13
New scenic spots	67%	25%	8%
	101	37	12

The respondents were asked about their satisfactory level towards the scenic spots that they most recently visited. These five criteria included transport network, charge, availability of dinning place and information, attractiveness and freshness of the scenic spots. According to the result, the respondents were dissatisfied with most of the criterion except the availability of dinning places. About half (51%) of the respondents were satisfied with this criterion. The result showed that the criterion that they dislike the most is the charge, 69% of respondents were dissatisfied with it, followed by the freshness (67%), attractiveness (61%), transport network (57%) and tourism information (50.7%) respectively.

Spending of visiting scenic spots

TABLE 17

The actual and expected average spending per person of visiting scenic spots (Part 2

Q5-Q6)		
	Actual spending	Expected spending
Less than \$200	43%	49%
200-400	25%	25%
401-600	23%	21%
More than 600	9%	6%
Total	100%	100%

According to the result, majority of respondents (43%) said that they spent less then

\$200 in visiting the scenic spots and even more people (49%) expected to spend less than this amount.

Only nine per cent spent more than \$ 600 when they visited the scenic spots.

Moreover, only six expected to spend more than this amount. It meant that respondents expected to spend a smaller amount than what they actual spent currently.

The percentage of respondents expected to spend over \$400 is less than that actual spend this amount. It means that respondents were expected to spend less than that they actually spent.

The source of information about local tourist attraction

TABLE 18

How frequently have you searched information about local tourist attraction from the following sources? (Part 2 Q7)

	rare	neutral	frequently
Magazines	17%	19%	64%
	26	28	96
Newspaper	3%	5%	92%
	4	8	138
Television	56%	15%	29%
	84	23	43
Internet	39%	5%	56%
	58	8	84
Friends recommendations	12%	18%	70%
	18	27	105
Travel agent	56%	23%	21%
	84	35	31
Social group	56%	23%	21%
	84	35	31

When the respondents were asked where would they look for information regarding local tourism information, most respondents (92%) claimed that they would frequently seek information from newspaper. It was followed by friend’s recommendation (70%), magazines (64%) and Internet (56%). However, travel

agent, social groups and television were not the popular sources of information. 56% of respondents rarely seek information from these sources. According to the result of the focus group, Internet was not a popular source of information. It may be due to the small sample size of the focus group.

Implication

Tourism product

Shopping and dining are the most appealing activities no matter which income level, education level and age you belong to. Ecology is an attractive attribute. Heritage and theme park received the worst rating among the respondents. High rating of shopping and dining activities can be explained by Hong Kong has enjoyed the name of "Shopper's Paradise" for a long time. The diversity in brand names and a number of shopping malls offer unrivalled shopping pleasure and experience.

The low rating of theme park can be explained by the lack of infrastructure for the theme park in Hong Kong. Currently, Ocean Park is the only theme park in Hong Kong. Without major renovations and added feature, it is hard to attract local residents for re-visit.

For the heritage, actually, Hong Kong has lots of undeveloped sites in the New Territories and outlying islands. Due to the poor transportation and infrastructure as commented in the press criticism section, customers do not have the knowledge to

explore it.

Price

The results show that nearly half respondents are willing to pay only less than \$200 per person, the low end in the survey, for visiting local scenic spot and think that it is a reasonable amount. In addition to the intensified competition from the nearby regions, pricing plays a crucial role in promoting domestic tourism. As stated in the literature review, tourists face with effort costs, time costs and psychological cost. Time cost and psychological cost are intangible costs. Effort cost is actual price of the facilities together with round trip involved in travelling. However, if the intangible cost offset the effort cost, consumer may, in fact, be willing to pay more than \$200. In other word the more favorable the price, convenience and extra benefit, the more likely the consumer will visit the place

Promotion

For source of information of the campaign, website and television are the most effective communication (23%). This result shows that traditional advertising channels are still effective in reaching target market while emerging channel, Internet, are penetrating to the target market. The results also show that none of the respondents has visited official outlet, HKTb's visitors information centers located in tourist districts, Tsim Sha Tsui and Central, where people can have detailed

information. The results reflect that consumer prefer grabbing information through convenient source, e.g. TV, newspaper and Internet.

Attitude toward the domestic tourism

One of the HKTb's objectives is to encourage Hong Kong resident to explore the 18 District so as to boost domestic tourism and to cultivate a hospitality culture within the community. As the research shown, only 17% agreed the activities could increase their knowledge towards Hong Kong. This may be explained by the fact that poor perception of domestic tourism has already built in their mind. With 62% of respondents feeling the activities are boring and only 8% agreed the activities are attractive supports our argument. In fact, most highlighted mega events like Hong Kong light up and Carnival held year by year without any variations. These may be fresh for overseas visitors but are boring to local residents. To induce their interest with more positive attitude, introduction of innovative activities is essential.

Behavior Intention

The result shows that 30.77 % of respondents who acknowledged the campaign had visited HKTb website and visited the promoted scenic spot while nearly 34.48% are motivated by the HKTb promotion. Consumers using Internet to search information is an active action while receiving information from other forms of advertising, e.g. TV, is a passive mode. This result suggested that how to stimulate

consumer motivation is the origin of problems. Motivation manifest in three facets: needs, emotions, and psychographics. Therefore, Understanding what the consumers' wants and needs may change the consumers' behavior.

The result shows that more than half of the respondents have visited the scenic spots promoted by the campaign. However, nearly 81% of respondents thought the promoted scenic spot are unattractive and 59% did not have intention to visit the promoted activities. This result suggests that attitude towards domestic tourism is negative. When attitude is negative, there are two possible outcomes. Either the consumer is engaging in the desire behavior due to lack of choice for economic and convenient reasons or the behavior is absent. In the both cases, effort should be made to change the consumer attitude.

Apart from the above, behavior intention may be hindered by the convenience of transportation network. Convenience of transportation network ranks the fourth in the important criteria of choosing scenic spots. Accessibility of tourism products always is ignored in tourism marketing. The HKTb or other tourism related organizations usually focus instead on servicing the customer. In fact, a bad experience getting to or leaving scenic spots can adversely affect a person's travel experience. The lower satisfaction level may cause negative word of mouth.

CHAPTER 6

RECOMMENDATIONS

The results from both focus group and survey reveal the fact that the interests of local residents in domestic traveling are fair. The HKTB can key in elements that arouse their interest in the future campaign. Consequently, the residents can enjoy their domestic traveling and arouse their interest in participating in the development of tourism. The following recommendations are suggested based on the previous studies on developing tourism marketing as discussed in Chapter 2, and results shown in the previous chapter.

Awareness

Although most of the respondents of the focus group and survey had heard about this campaign, not many of them are aware of the activities and scenic spots promoted by the campaign. To increase their awareness of the activities and scenic spots, the HKTB should review their promotion activities regularly. The revision includes investigation of any disturbances, e.g. overshadow effect, caused the linkage between the name of the campaign and the activities broken and the factors that can arouse their interest of receiving their message. In the meantime, promotion strategies should be more focused on providing more information about activities and scenic spots rather than reminding the audience about the name of the

campaign only. It means that the promotional materials should persuade the audience to take action, i.e. to join the activities and visit the promoted scenic spots. Moreover, participants of the focus group are familiar with the name of the HKTB but know very little about who they are. It means that the audiences are aware of the name of HKTB. However, they do not know the nature and the job duties of HKTB. It is very difficult to persuade the local residents to join the activities held by HKTB if they know nothing about HKTB. A corporate advertisement can be used to redevelop the image of HKTB as an institution for overseas visitors and to encourage local residents to visit their centres

Attitudes

Based on the result of the survey, the target seems to have negative feelings towards the activities and the scenic spots. Most target audiences said that the activities are not interesting. One possible reason is that the activities are mainly targeted for the foreign visitors. We suggested that the HKTB should emphasize the importance of the local residents in the activities. It can also increase their sense of belongingness towards Hong Kong. In addition, HKTB can co-operate with the local media organization to organize the activities as they have more successful experience of holding entertainment activities. As most target audiences said that the activities can not arouse their interest to visit the scenic spots, the current format of

activities may not efficient way of promoting scenic spot. HKTb can create some infomercial programme like that sponsored by travel agents which promote foreign countries' scenic spots. Traffic media, like Road Show of Kowloon Motor Bus, is a good distribution channel of this kind of TV programmes because the target audiences of this TV channel are mainly the local residents.

Behavior

According to the result of the survey, once the target audiences have been aware of the activities or the promoted attractions, they will have a high chance to join the activities or visit the attractions. Thus, it is extremely important for HKTb to include more information about the activities and attractions in the promotional materials. As a result, the TV advertisement and also the HKTb's website should contain more focused information about the activities and the promoted attractions rather than simply highlight the name of the campaign.

Based on the result of the survey, attractiveness and freshness of the attractions are still the two most important criteria in choosing scenic spots. The HKTb should introduce some new routes of different districts frequently and organizing more activities in the scenic spots to generate traffic to the attractions.

Also, word-of-mouth takes an important role in the decision-making process of the consumers. HKTb can organize some recommend-a-friend programme to encourage the local residents to join the activities and visit the attractions with their friends.

Product

Referring to the literature review, there are five main components in the overall products: destination attractions and environment, destinations facilities and service, accessibility of destination and image of the destination price to the consumers. On top of that, in product development process, the HKTb should also notice the needs of the target audience. Therefore, a complete inventory of attractions should be developed according to the category of the attraction, facilities provided, transportation arrangement and estimated cost of travelling. By doing so, the HKTb could select destinations that meet requirement of majority customers while various products can be offered to match the diverse tastes. Consequently, product strategy should be both focused and diversified.

In our survey, shopping and dining have the highest rating. HKTb can prepare brochures and promotions particularly for these two categories. Highlighted and segmented the unique shopping experience and wonderful dining of each district according to price and services provided. On the other hand, diversified products can be introduced under category of attraction.

In developing tourism products and inventory list, HKTb could not do it all alone. Tourism products can also be categorized as natural or manmade products. Exploring natural products depends on the effort of whole community. For manmade one, no matter it is software e.g. sales exhibition or hardware such as theme parks, demand of these product could not be projected without accurate and timely marketing research and cooperation of business sectors. The HKTb possess the latest and detailed database of tourist profiles and preferences should share this information among parties involved in the tourism industry. Besides, tighten coordination with business sectors in tourism industry such as transportation companies, travel agents and various government departments should be sought. Otherwise, similar criticisms such as inaccessible scenic spot as pointed out in the findings of secondary data will be found again.

Promotion

In the awareness part, we have pointed out the needs of rebuilding corporate image. To take a further step, subsequent promotion and advertising activities should focus on the needs of local residents rather than putting promotion effort on both target segment, overseas visitors and local residents. In fact, expectations and beliefs on tourism products of overseas visitors may be different from that of local residents. The same rationale applies to making decisions regarding which type or combination

of promotion types to use. Promoting a product that nobody aware in fact is waste of valuable time and money. Selection of promotion tools should be fitted with consumer information processing of the target market in order to reach and communicate them effectively and efficiently.

It is recommended that the HKTB should stress their advertising efforts on those audience profiles of specific advertising media matched to their target market. Our survey showed that TV, Internet and newspaper are the most effective promotion medias to communicate with the target market. However, each media has its own strengths and weaknesses. Capitalize on the strengths of each and enabling the combination of media used to reinforce one another thus producing ads has an integrated marketing communication is the ultimate goal of promotion.

Equally important is the quality and quantity of the ads. Successful ads can draw the target market attention, interest to further search of information, desire to visit the tourism product and finally visit to the areas. Undoubted, celebrity can be used as source of social influence and draw the auditorium attention. However, the potential celebrity problems such as overshadowing, the case of Jackie Chan draw attention away from the product as discussed in the focus group cannot be ignored.

For other promotional efforts, public relation is an effective way to promote attractions. Public relations efforts not only can be used to promote the destination

to tourists, but also to educate the local residents. This can develop a feeling of pride for the residents when they are asked to describe Hong Kong to tourists.

For sales promotion, business sectors could work jointly with the HKTb by promoting what they have to offer tourists and why the tourists want it.

Price

Tourist values a tourism product based on actual price of the product, time cost and psychological cost. When setting price, business should take into consideration not only the full cost of producing, delivering and promoting the product but also the willingness of the target market to pay for the product, prices charged by competitors offering a similar product to the same target market and the availability and prices of substitute products. In recent years, Hong Kong economy had been badly hit by the worldwide economic downturn. Price becomes a crucial factor in decision-making process. To attract the patron, cutthroat price competition has spread across industries. However, as we highlighted before, if time cost and psychological cost can offset the price of a product, consumer is willing to pay more than \$200, the reasonable price for tourism product according to our survey.

We recommend the HKTb include more useful data such as suggested price range, time of traveling, evaluations from the famous writers and extra benefits offered by the business sectors in the brochure for the tourist's reference

Distribution channel

People prefer sourcing information through convenient channels. Setting up more distribution outlets can reach more target customers. We would recommend the HKTb rather distribute brochures only through two visitor information centres than setting up booths in MTR/ KCRC stations where people can grab travel information more easily.

The Internet provide efficient and convenience ways to search information. The survey showed that majority target customers have visited the HKTb web site indicates customers have already adopted this marketing channel. It comes as no double that the HKTb should focus on building an effective web site through enhancing contents such as story behinds a scenic spots, maps and detailed transportation arrangement. Those are only available in brochure should also be uploaded on the web site. Increasing traffic of the web site is another task. The HKTb can place ads on web sites where the prospective customers are likely to visit.

CHAPTER 7

CONCLUSION

Both of the results of the focus group and survey suggested that the campaign 'City of Life; Hong Kong is it' aroused the awareness but not the interest of the local residents. It means that they only heard about the campaign but did not pay any attention and also act on it. Moreover, their attitudes toward the campaign were negative. It may due to the reason that the marketing campaign designed primarily for the foreign visitors and thus created communication gap between HKTb and local residents.

Although the local residents had negative feelings towards the campaign, shopping and dining were still very attractive to them. Ecology is also a newly discovered attractive attribute of Hong Kong. HKTb should put more resources to promote and develop the ecology-related attractions. By the way, the popularity of heritage and theme kept decreasing. Although Hong Kong is full of heritage sites, poor transportation and infrastructure made them unattractive to local residents. HKTb should improve these two aspects. For the theme park, without any added feature, it is difficult to attract local residents. In 2005, the opening of Disneyland may increase the attractiveness of the theme park.

Due to the economical recession, local residents are willing to pay only less than

\$200 per person for visiting local attractions. HKTB should focus the low-end attractions when promoting the attractions. For the promotion, two tradition media, newspaper and television, are the most popular source of information. In addition, Internet is an emerging media to promote local tourist attractions. The official website of HKTB should deliver more tailor-made information for local residents, rather than focusing on the foreign market only.

APPENDIX 1

DISTRIBUTION OF POPULATION BY AGE

Age	% of total population
0-14	16.2
15-29	21
30-44	28.9
45-59	19
60-74	10.5

Sources: Census and Statistics Department, 2001

APPENDIX 2

CITY OF LIFE - SCHEDULED EVENTS

Title	Date
CITY OF LIFE STREET CARNIVAL	Dec 2002
MEGA HONG KONG SALE	June – Aug 2002
FLOWER EXTRAVAGANZA	March 2002
CITY OF LIFE'S MARCH RECOMMENDATION: YUEN LONG	March 2002
CHINESE NEW YEAR PARADE & FIESTA	Feb 2002
CITY OF LIFE'S FEBRUARY RECOMMENDATION: SHA TIN	Feb 2002
CITY OF LIFE'S JANUARY RECOMMENDATION: Tsuen Wan	Jan 2002
CLP LIGHTS UP HONG KONG	Dec 2001-Feb 2002
CITY OF LIFE'S DECEMBER RECOMMENDATION: WONG TAI SIN	Dec 2001
YAU TSIM MONG DISTRICT: HONG KONG'S 'NUMBER ONE' RECOMMENDATION	Nov 2001
HKTb'S NEW 'STAMP RALLY' PROMOTION	Aug 2001

Sources: HKTb website

APPENDIX 3

DISTRIBUTION OF THE LABOR FORCE BY AGE

Age Group	1996	2000	2001
Under 25	14.9%	12.7%	11.7%
25-44	60.9%	59.7%	59.7%
45-64	23.2%	26.4%	27.4%
65 and over	1.4%	1.2%	1.1%

Sources: Census and Statistics Department, 2001

APPENDIX 4

FOCUS GROUP DEMOGRAPHICS

Type of Work	Sex	Age	Education level	Income level HK\$	District
Secretary	F	32	F.7	15,000	Aberdeen
Teacher	M	31	Degree	35,000	Kwun Tong
System Analyst	M	44	Degree	55,000	North Point
Secretary	F	42	F.5	20,000	North Point
Sales	F	32	F.7	18,000	Tsuen Wan
Fireman Officer	M	31	Degree	32,000	Chai Wan
Engineer	M	36	Degree	55,000	Hung Hom
Administrator	F	32	F.5	12,000	Choi Hung
Engineer	M	32	Degree	28,000	Shatin
Housewife	F	31	Degree	0	Shatin

APPENDIX 4–A

PLACE AND DATE FOR FOCUS GROUP INTERVIEWS

Date	Location
23/2	Tsuen Wan
24/2	Tuen Mun

APPENDIX 5

FOCUS GROUP MODERATOR’S GUIDE

WARM UP AND EXPLANATION

Introduction

- 1. Thanks for coming and agreeing to participate in this group discussion today.
- 2. I am [May Lau] from the Chinese University of Hong Kong, and I will be your moderator for this session. My classmate [Midco Chan] will be helping me today. She will be taking some notes during the discussion.

Purpose

- 1. You have been asked to join this group because we are now conducting a study of domestic tourism. We asked you here to learn about your perception of a promotion campaign “City of Life: Hong Kong is it” launched by the Hong Kong

Tourism Board (HKTb) and your idea of domestic tourism marketing. Information we get will be used to write a report including recommendations on how the HKTb market Hong Kong to local population effectively and efficiently.

2. Focus groups, like this one, are a way to find out what people think through group discussion. We are very interested in learning about your ideas, feelings and opinions. Your presence and opinion is very important to us. We are interested in all of your ideas and comments. Please understand that anything you say today will not be linked with your name. You will remain anonymous when we report the results from this group.

Procedure

1. Today's session should last about half hours. When I mention tourism product, it includes such things as scenic spots, entertainment, food and beverage services, shops, entertainment, aesthetics and special events.
2. We will only note down your conversation.

3. I may remind you occasionally to speak up or to speak one at a time so that everyone can be heard. To keep on schedule, I may change a subject or move ahead.
4. Again, we are very pleased that you are taking the time today to share your ideas with us. Are there any questions before we begin?

FOCUS GROUP

Introductions/Preliminary Questions

1. I would like to start today's discussion by asking have you heard about this promotion campaign " City of Life: Hong Kong is it and how would you describe the HKTB in your own word? (Probe for awareness of this campaign and image of the HKTB created in people's mind).
2. If yes, Can you name some activities of this campaign? (Probe for recall of this campaign)
3. Did you join any activities in the last two months and how did you feel? (Probe for attitude about tourism product)

4. How many of you have heard an event called Hong Kong Flower Extravaganza that will be held in March? How do you know it and will you join it? And Why?
(Probe for effectiveness of promotion and consumer behaviour)
5. What media, when and how often should HKTb's promotions appear? (Probe for Media---which methods (television, radio, newspaper, magazine) will most effectively and efficiently communicate the HKTb's message to the this target audience)
6. How many of you have made enquiries through the hotline, Internet and visitor centers of the HKTb? (Probe for effectiveness of existing communication channels)

Attitudes toward domestic tourism

1. What are your perceptions of Hong Kong tourism products? (Probe for attractiveness and uniqueness)
2. What is your incentive of staying Hong Kong for long weekend holiday? (Probe for attitude)

3. What are the main advantages of staying Hong Kong for holiday?
4. What are its main drawbacks?

Travel experience

1. Are any of you familiar with tourism products mentioned in the itinerary of this short trip? What are your perceptions these products? (Probe for attractiveness)
2. Do you think the itinerary plan is helpful? (Probe for improvement of the itinerary plan)
3. How many of you would visit here again or visit other district? (Probe for attractiveness of the tourism products and willingness of the target market to pay for the product)
4. For those who are reluctant to visit here again, what are your main concerns? (Probe for other attractions and activities that might induce travel to the area)

Ideas and Opinions on developing future promotion campaign

1. Let's look at the list of concerns you identified. What might be done to address each of these concerns? What are your thoughts? (Note: Spend some time on this.)
2. Have there been occasions in the past when you wanted to visit a tourist products but couldn't? What was the obstacle? What types of changes would be feasible to be make you more accessible to the tourism products promoted by the HKTB (Probe for existing problems of promotion, distribution channel and price)
3. When going out, what are you looking for? Describe the kind of tourism products you are seeking. (Probe for market trend, determine tourist motivators and develop promotional goals in this age group)
4. Would you have any suggestions on promoting domestic tourism? (Probe for determine tourist motivators and promotional goals)

CONCLUSION

Thank you for your help.

APPENDIX 6

SUMMARY OF FOCUS GROUP DISCUSSION

I would like to start today's discussion by asking have you heard about this promotion campaign " City of Life: Hong Kong is it and how would you describe the HKTb in your own word? (Probe for awareness of this campaign and image of the HKTb created in people's mind).

" Yes, I know this campaign. To me, the HKTb is a travel information center for foreigners."

" I think the main duty of the HKTb is to promote Hong Kong to foreign countries."

" Yes, I have seen its ads on TV"

"The Statement is too long to remember. Besides, I could not associate it with the Hong Kong's tourist attractions".

If yes, Can you name some activities of this campaign? (Probe for recall of this campaign)

"Well, I am not sure"

" Um, can you give me some hints? "

Did you join any activities in the last two months and how did you feel? (Probe for attitude about tourism product. The participants were given the names of activities held in the last two months)

" I don't know it is a part of this campaign"

" My wife and I joined the Carnival and the Hong Kong Lights Up"

" We joined the Lights Up too"

" I saw the Carnival on TV." Five nodded their head.

"The floats and performing groups of the Parade can no longer draw my attention.

But I can't deny that when it was really fresh when it first held in Hong Kong."

How many of you have heard an event called Hong Kong Flower Extravaganza that will be held in March? How do you know it and will you join it? And Why? (Probe for effectiveness of promotion and consumer behaviour)

" I don't think it is attractive."

" If it is only a flower show, I don't think it is attractive enough. If there are other activities, like the carnival in Hung Hom, I will go with my kid."

What media, when and how often should HKTb's promotions appear? (Probe for Media---which methods (television, radio, newspaper, magazine) will most

effectively and efficiently communicate the HKTb's message to the this target audience)

" I know the HKTb just because its chairlady, Selina Chow, is a famous politician. I think magazine is a good channel to convey detailed information, e.g. maps and picture."

" But, I think TV has the best impact on memorability. I still remember an ads in which Jackie Chan is holding two lobsters on a fish tank."

No one knew the website of the HKTb.

How many of you have made enquiries through the hotline, Internet and visitor centers of the HKTb? (Probe for effectiveness of existing communication channels)

No response to this question. One added, " Word-of-mouth recommendations is the most important when I make an holiday decision"

What are your perceptions of Hong Kong tourism products? (Probe for attractiveness and uniqueness)

"I don't think that there are many attractions in Hong Kong. That's why our government signed agreement with Disney". Many nodded their heads

"Difficult accessible and lack of promotion for those beauty sceneries; non-competitive price for those merchandise and famous dishes in Hong Kong compared with Shenzhen or Macas."

What is your incentive of staying Hong Kong for long weekend holiday? (Probe for attitude)

" Frankly, to save money"

"Under current economy, we are price conscious, shop around for the best price".

"We don't have many choices for vacation that is affordable, and offers relaxation and fun for a family".

What are the main advantages of staying Hong Kong for holiday?

"save money, just stay at home"

"Safety is an important issue. I have not been to Macau for a long time because of the gun fire" " Robbery is also a very serious problem in Shenzhen"

What are its main drawbacks?

" You don't feel you are on holidays when you stay in Hong Kong"

Are any of you familiar with tourism products mentioned in the itinerary of this short trip? What are your perceptions these products? (Probe for attractiveness)

All have heard the tourism products mentioned in the guide but none has visited them before.

" If customers have not heard about a destination they will not be interested in going there".

" Not attractive enough"

Do you think the itinerary plan is helpful? (Probe for improvement of the itinerary plan)

" There are some attractive pictures and useful transportation information. In general, it is o.k."

" I think it may be more helpful if a small map is attached"

"Customer wants to have the visual and price information"

"Not very useful, especially the one downloaded from the web site"

" Coupons for attractions should be added in the guide"

How many of you would visit here again or visit other district? (Probe for attractiveness of the tourism products and willingness of the target market to pay for the product)

"There are no unique sightseeing spots to be found there"

" I may visit here again for the delicious vegetarian dishes with my parent"

Most participants did not show the interest of visiting there again

For those who are reluctant to visit here again, what are your main concerns?

(Probe for other attractions and activities that might induce travel to the area)

" It takes 2 hours to be there. Similar attractions, beaches and temples, could be found anywhere else".

" Tuen Mun and Tsuen Wan are residential areas without specific attractions"

Most participants said that they would not visit Tsuen Wan and Tuen Mun in future.

Let's look at the list of concerns you identified. What might be done to address each of these concerns? What are your thoughts?

" Attractiveness of a spot, ease to access and promotion are the most important factors of creating my interest so the government should upgrade those deteriorated products and commit resources on developing ancillary facilities. "

"I don't mind where to go. In fact, usually, I do a weekend trip on impulse. So, extensive promotions of a particular attraction are likely to increase my memorability"

Have there been occasions in the past when you wanted to visit a tourist products but couldn't? What was the obstacle? What types of changes would be feasible to be make you more accessible to the tourism products promoted by the HKTB

(Probe for existing problems of promotion, distribution channel and price)

"Lack of promotion is definitely a problem. Before I went to Mai Po Wetlands last year, I did not know about it and did not know how to get there so I could only join a local tour"

When going out, what are you looking for? Describe the kind of tourism products you are seeking. (Probe for market trend, determine tourist motivators and develop promotional goals in this age group)

" In Chinese culture, we do a lot of family things. So, the product should suit for all ages"

" I would like to go shopping, but with kids, I would choose visiting a country park for picnic. Let the kids experience beautiful scenery and natural attractions"

"I would select romantic destinations. Repulse bay, outlying islands and Lan Kwai Fong are appropriated places for couples"

When traveling with friend, shopping, dining out and sporting were ideal activities"

Would you have any suggestions on promoting domestic tourism? (Probe for determine tourist motivators and promotional goals)

"Sometimes joining a tour is cheaper than organizing by yourself. The HKTB may provides information to travel agents and tour operators to increase awareness of those less famous sceneries."

"Word of mouth is a important factor in deciding where to go. Building relationship with travel writer may help"

"This brochures should distribute through more convenient channels, e.g. MTR/KCRC stations, not only in information center."

APPENDIX 7A

SURVEY QUESTIONNAIRE

我們是香港中文大學工商管理系學生，現正進行有關本地旅遊之研究，調查之結果只會用作學術用途，一切資料絕對保密，望閣下能撥出少量時間填寫以下問卷，謹此致謝。

第一部份-香港旅遊發展局之推廣活動

1.你是否知道香港旅遊發展局正舉行一個名為**動感之都這就是香港**的推廣活動?

☐知道（續答第 2 條問題） ☐不知道（跳答第二部份問題-頁三）

2.你透過以下什麼渠道索取得知**動感之都這就是香港**的資料

☐報章

☐雜誌

☐電視

☐香港旅遊發展局網頁

☐旅客資源中心

☐民政事務處

☐朋友或親人推薦

☐交通工具上的宣傳品

☐其他(請註明: _____)

3.你是否知道**動感之都這就是香港**曾舉辦的活動?

☐知道 請註明活動名稱:1) _____ （續答第 4 條問題）

2) _____
3) _____

☐不知道(跳答第 9 條問題-頁二)

4.你透過以下什麼渠道 得知有關活動的資訊?

- ☐報章
- ☐雜誌
- ☐電視
- ☐香港旅遊發展局網頁
- ☐旅客資源中心
- ☐民政事務處
- ☐朋友或親人推薦
- ☐交通工具上的宣傳品
- ☐其他(請註明: _____)

5.你認為以下句子能表達你對**動感之都這就是香港**所舉辦活動的意見嗎?

	非常不同意			非常同意	
活動很有趣	1	2	3	4	5
加深你對香港的認識	1	2	3	4	5
活動沉悶 沒有新意	1	2	3	4	5
令你更有興趣遊覽香港的旅遊點	1	2	3	4	5
加深你對香港的歸屬感	1	2	3	4	5
浪費金錢	1	2	3	4	5

6.你在過去兩個月有否參與**動感之都這就是香港**所舉辦的活動?

☐有 請註明活動名稱: 1)_____

2)_____

3)_____ (續答第 7 條問題)

☐沒有(跳答第 9 條問題-頁二)

7. 你與多少同伴參與**動感之都這就是香港**所舉辦的活動

☐0 ☐1 ☐2-4 ☐5-6 ☐6 人以上

8.你是否因為香港旅遊發展局的宣傳而參與該活動?

☐是 (請註明宣傳活動: _____) ☐不是(請註明其他原因: _____)

9.你是否知道**動感之都這就是香港**所推薦的十八區旅遊景點?

☐知道 請註明旅遊景點: 1)區域:_____景點:_____

2)區域:_____景點:_____

3)區域:_____景點:_____

4)區域:_____景點:_____

5)區域:_____景點:_____

(續答第 9 條問題)

☐不知道 (跳答第二部份問題-頁三)

10.你認為以下句子能表達你對動感之都這就是香港所推薦的十八區旅遊點嗎?

	非常不同意			非常同意	
景點不吸引	1	2	3	4	5
景點很新鮮	1	2	3	4	5
景點宣傳不足	1	2	3	4	5
景點交通方便	1	2	3	4	5

11.你在過去有否遊覽動感之都這就是香港所推薦的十八區旅遊點?

☐有 請註明旅遊景點: 1)區域:_____景點:_____

2)區域:_____ 景點:_____

3)區域:_____ 景點:_____

4)區域:_____ 景點:_____

5)區域:_____ 景點:_____

(續答第 11 條問題)

☐沒有 (跳答第二部份問題 頁三)

12.你是否因為動感之都這就是香港的推廣而選擇遊覽該旅遊景點?

☐是 ☐不是(請註明原因: _____)

第二部份-本港旅遊賣點

1. 你認為香港以下各類型的旅遊賣點吸引嗎?

	絕對不吸引				非常吸引
購物	1	2	3	4	5
飲食	1	2	3	4	5
生態環境 (例如: 海岸公園 郊野公園)	1	2	3	4	5
傳統文物 (例如: 黃大仙廟 車公廟)	1	2	3	4	5
專題公園	1	2	3	4	5

2. 你在過去兩個月有否遊覽本地以下各類旅遊景點?

生態環境

☐有 請註明旅遊景點: 1)區域:_____景
點:_____

2)區域:_____ 景點:_____

3)區域:_____ 景點:_____

☐沒有

傳統文物

☐有 請註明旅遊景點:

1)區域:_____景
點:_____

2)區域:_____ 景點:_____

3)區域:_____ 景點:_____

☐ 沒有

專題公園

☐有 請註明旅遊景點:

1)區域:_____景
點:_____

2)區域:_____ 景點:_____

3)區域:_____ 景點:_____

☐ 沒有

3. 你認為以下選擇旅遊景點的標準重要嗎?

	非常不重要				非常重要
交通網絡方便	1	2	3	4	5
收費合理	1	2	3	4	5
飲食地點足夠	1	2	3	4	5
旅遊資料足夠	1	2	3	4	5
景點吸引	1	2	3	4	5
景點新鮮	1	2	3	4	5

4. 你是否滿意曾在過去兩個月遊覽的本地旅遊景點?

	非常不滿			非常滿意	
交通網絡方便	1	2	3	4	5
收費合理	1	2	3	4	5
飲食地點足夠	1	2	3	4	5
旅遊資料足夠	1	2	3	4	5
景點吸引	1	2	3	4	5
景點新鮮	1	2	3	4	5

5. 每次遊覽本地旅遊景點的個人平均費用

- ☐少於\$200
- ☐\$200-\$400
- ☐\$401-\$600
- ☐多於\$600

6. 你認為每次遊覽本地旅遊景點的合理個人費用

- ☐少於\$200
- ☐\$200-\$400
- ☐\$401-\$600
- ☐多於\$600

7. 你有否透過以下渠道得知本地旅遊資訊?

絕少

經常

雜誌	1	2	3	4	5
報章	1	2	3	4	5
電視	1	2	3	4	5
網頁	1	2	3	4	5
朋友或親人推薦	1	2	3	4	5
旅遊公司	1	2	3	4	5
團體舉辦之活動	1	2	3	4	5

(例如: 屋村業主立案法團)

第三部份-個人資料

1. 性別 ☐男 ☐女

2. 每月收入

- ☐\$10000 以下
- ☐\$10000-\$15000
- ☐\$15001-\$20000
- ☐\$20001-\$25000
- ☐\$25001-\$30000
- ☐\$30000 以上

3. 年齡

☐30-34 ☐35-39 ☐40-44

4. 教育程度

☐小學或以下 ☐中學 ☐大學或以上

APPENDIX 7B

SURVEY RESULT

Are the following categories of tourist attractions attractive to you?

Income Group

Shopping

	low	medium	high	total
unattractive	10.90%	12.30%	15.40%	12.70%
	5	8	6	19
neutral	13.00%	20.00%	10.30%	15.30%
	6	13	4	23
attractive	76.10%	67.70%	74.40%	72.00%
	35	44	29	108
total	100.00%	100.00%	100.00%	100.00%
	46	65	39	150

Dinning

	low	medium	high	total
unattractive	8.70%	12.30%	12.80%	11.30%
	4	8	5	17
neutral	17.40%	21.50%	12.80%	18.00%
	8	14	5	27
attractive	73.90%	66.20%	74.40%	70.70%
	34	43	29	106
total	100.00%	100.00%	100.00%	100.00%
	46	65	39	150

Ecology

	low	medium	high	total
unattractive	8.70%	3.10%	17.90%	8.70%
	4	2	7	13
neutral	6.50%	12.30%	10.30%	10.00%
	3	8	4	15
attractive	84.80%	84.60%	71.80%	81.30%
	39	55	28	122
total	100.00%	100.00%	100.00%	100.00%
	46	65	39	150

Heritage

	low	medium	high	total
unattractive	65.20%	55.40%	53.80%	58.00%
	30	36	21	87
neutral	23.90%	36.90%	25.60%	30.00%
	11	24	10	45
attractive	10.90%	7.70%	20.50%	12.00%
	5	5	8	18
	100.00%	100.00%	100.00%	100.00%
	46	65	39	150

Theme park

	low	medium	high	total
unattractive	74%	73.80%	69.20%	72.70%
	34	48	27	109
neutral	13%	20.00%	23.10%	18.70%
	6	13	9	28
attractive	13%	6.20%	7.70%	8.70%
	6	4	3	13
total	100.00%	100.00%	100.00%	100.00%
	46	65	39	150

Age group

Shopping

	low	medium	high	total
unattractive	20.50%	12.50%	7.30%	12.70%
	8	7	4	19
neutral	10.30%	16.10%	18.20%	15.30%
	4	9	10	23
attractive	69.20%	71.40%	74.50%	72.00%
	27	40	41	108
total	100.00%	100.00%	100.00%	100.00%
	39	56	55	150

Dinning

	low	medium	high	total
unattractive	17.90%	12.50%	5.50%	11.30%
	7	7	3	17
neutral	15.40%	17.90%	20.00%	18.00%
	6	10	11	27
attractive	66.70%	69.60%	74.50%	70.70%
	26	39	41	106
total	100.00%	100.00%	100.00%	100.00%
	39	56	55	150

Ecology

	low	medium	high	total
unattractive	25.60%	5.40%	0%	8.70%
	10	3	0	13
neutral	20.50%	12.50%	0%	10.00%
	8	7	0	15
attractive	53.80%	82.10%	100.00%	81.30%
	21	46	55	122
Total	100.00%	100.00%	100.00%	100.00%
	39	56	55	150

Heritage

	low	medium	high	total
unattractive	76.90%	64.30%	38.20%	58.00%
	30	36	21	87
neutral	17.90%	30.40%	38.20%	30.00%
	7	17	21	45
attractive	5.10%	5.40%	23.60%	12.00%
	2	3	13	18
Total	100.00%	100.00%	100.00%	100.00%
	39	56	55	150

Theme park

	low	medium	high	total
unattractive	69.20%	75.00%	72.70%	72.70%
	27	42	40	109
neutral	17.90%	21.40%	16.40%	18.70%
	7	12	9	28
attractive	12.80%	3.60%	10.90%	8.70%
	5	2	6	13
total	100.00%	100.00%	100.00%	100.00%
	39	56	55	150

Education level

Shopping

	low	medium	high	total
unattractive	21.60%	5.10%	14.80%	12.70%
	8	3	8	19
neutral	8.10%	20.30%	14.80%	15.30%
	3	12	8	23
attractive	70.30%	74.60%	70.40%	72.00%
	26	44	38	108
total	100.00%	100.00%	100.00%	100.00%
	37	59	54	150

Dinning

	low	medium	high	total
unattractive	18.90%	5.10%	13.00%	11.30%
	7	3	7	17
neutral	10.80%	23.70%	16.70%	18.00%
	4	14	9	27
attractive	70.30%	71.20%	70.40%	70.70%
	26	42	38	106
total	100.00%	100.00%	100.00%	100.00%
	37	59	54	150

Ecology

	low	medium	high	total
unattractive	5.40%	10.20%	9.30%	8.70%
	2	6	5	13
neutral	8.10%	15.30%	5.60%	10.00%
	3	9	3	15
attractive	86.50%	74.60%	85.20%	81.30%
	32	44	46	122
total	100.00%	100.00%	100.00%	100.00%
	37	59	54	150

Heritage

	low	medium	high	total
unattractive	78.40%	57.60%	44.40%	58.00%
	29	34	24	87
neutral	18.90%	30.50%	37.00%	30.00%
	7	18	20	45
attractive	2.70%	11.90%	18.50%	12.00%
	1	7	10	18
total	100.00%	100.00%	100.00%	100.00%

Theme park

	low	medium	high	total
unattractive	73.00%	71.20%	74.10%	72.70%
	27	42	40	109
neutral	16.20%	20.30%	18.50%	18.70%
	6	12	10	28
attractive	10.80%	8.50%	7.40%	8.70%
	4	5	4	13
	100.00%	100.00%	100.00%	100.00%
	37	59	54	150

Have you visited the following categories of tourist attractions in the previous three months?

Income group

Ecology

	low	medium	high	Total
no	18	23	11	52
	39.10%	35.40%	28.20%	34.70%
yes	28	42	28	98
	60.90%	64.60%	71.80%	65.30%
Total	46	65	39	150
	100.00%	100.00%	100.00%	100.00%

Heritage

	low	medium	high	Total
no	35	42	13	90
	76.10%	64.60%	33.30%	60.00%
yes	11	23	26	60
	23.90%	35.40%	66.70%	40.00%
Total	46	65	39	150
	100.00%	100.00%	100.00%	100.00%

Theme park

	low	medium	high	Total
no	43	56	34	133
	93.50%	86.20%	87.20%	88.70%
yes	3	9	5	17
	6.50%	13.80%	12.80%	11.30%
Total	46	65	39	150
	100.00%	100.00%	100.00%	100.00%

Age group

Ecology

	low	medium	high	Total
no	15	22	15	52
	38.50%	39.30%	27.30%	34.70%
yes	24	34	40	98
	61.50%	60.70%	72.70%	65.30%
total	39	56	55	150
	100.00%	100.00%	100.00%	100.00%

Heritage

	low	medium	high	Total
no	24	38	28	90
	61.50%	67.90%	50.90%	60.00%
yes	15	18	27	60
	38.50%	32.10%	49.10%	40.00%
total	39	56	55	150
	100.00%	100.00%	100.00%	100.00%

Theme park

	low	medium	high	Total
no	34	50	49	133
	87.20%	89.30%	89.10%	88.70%
yes	5	6	6	17
	12.80%	10.70%	10.90%	11.30%
total	39	56	55	150
	100.00%	100.00%	100.00%	100.00%

Education level

Ecology

	low	medium	high	Total
no	11	21	20	52
	29.70%	35.60%	37.00%	34.70%
yes	26	38	34	98
	70.30%	64.40%	63.00%	65.30%
total	37	59	54	150
	100.00%	100.00%	100.00%	100.00%

Heritage

	low	medium	high	Total
no	24	38	28	90
	64.90%	64.40%	51.90%	60.00%
yes	13	21	26	60
	35.10%	35.60%	48.10%	40.00%
total	37	59	54	150
	100.00%	100.00%	100.00%	100.00%

Theme park

	low	medium	high	Total
no	31	52	50	133
	83.80%	88.10%	92.60%	88.70%
yes	6	7	4	17
	16.20%	11.90%	7.40%	11.30%
total	37	59	54	150
	100.00%	100.00%	100.00%	100.00%

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